

# Industry Profile



## 51 Information

Information is one of the sectors newly created by the North American Industry Classification System (NAICS). Please note - the title "Information" does not mean this is an information-technology sector. Yes, there are some information technology-type companies found in this sector, but you will also find businesses here that do not carry an information technology mantra, like libraries and theaters. The Information sector comprises establishments engaged in the following processes: (a) producing and distributing information and cultural products, (b) providing the means to transmit or distribute these products as well as data or communications, and (c) processing data.

The Information sector comprises 3.1 percent of all state employment, with its concentration along the Wasatch Front. Many businesses in this sector are characterized with higher wages, as its monthly average of \$3,315 is 36 percent higher than the state-wide average for all industries.

### Largest Employers \*\*

Qwest  
Novell  
Unibase Data Entry  
Newspaper Agency Corp.  
America Online  
TCI Cablevision  
Verizon Wireless  
Bonneville International  
Cinemark USA  
ESPSG Talent Services  
Marriot Rewards  
EDS Resource Management  
Standard Examiner  
Ikamo Communications  
EPSG Pixpay Services  
AT&T  
Clear Channel Broadcasting  
Dentrix Dental Systems  
Carmike Cinemas  
Phone Directories  
Epixtech Inc.  
Utah Theatrical Payroll  
Larry H. Miller Theaters  
MyFamily.com  
Salt Lake City Public Library  
Westates Theaters

\*\* December 2001 data

2001	Employment	Wage*
<b>Total</b>	<b>34,516</b>	<b>\$3,315</b>
<b>Publishing Industries, except Internet</b>	<b>9,376</b>	<b>\$4,321</b>
Newspaper, Book, and Directory Publishers	4,028	\$2,167
Software Publishers	5,348	\$5,943
<b>Motion Picture and Sound Recording</b>	<b>4,995</b>	<b>\$1,512</b>
<b>Broadcasting, except Internet</b>	<b>2,962</b>	<b>\$3,736</b>
Radio and Television Broadcasting	1,923	\$3,974
Cable and Other Subscription Programming	1,039	\$3,293
<b>Internet Publishing and Broadcasting</b>	<b>707</b>	<b>\$4,201</b>
<b>Telecommunications</b>	<b>6,460</b>	<b>\$3,879</b>
Wired Telecommunications Carriers	3,402	\$4,140
Wireless Telecomm. Carriers	1,179	\$4,000
Telecommunications Resellers	1,548	\$3,388
Satellite Telecommunications	96	\$2,931
Cable and other Program Distribution	135	\$2,983
Other Telecommunications	98	\$3,334
<b>Internet Search Providers (ISP), Search Portals, and Data Processing</b>	<b>7,764</b>	<b>\$2,977</b>
ISP, Search Portals	3,276	\$3,819
Data Processing, Related Services	4,489	\$2,361
<b>Other Information Services</b>	<b>2,252</b>	<b>\$1,828</b>

\* Average monthly wage



North American  
Industry  
Classification  
System

# Information

## industry history

Year	Employment	Avg. Wage+	% of Utah Avg. Wage	# of Firms	Payrolls	Emp.% of State Total	Payroll % of State Total
2001	34,516	\$3,315	134.2	1,632	\$1.372.8 M	3.2	4.3
2001*	35,054	\$3,323	136.6	1,614	\$349.5 M	3.3	4.5
2002*	32,580	\$3,329	133.9	1,629	\$325.4 M	3.1	4.1

\* First Quarter Data    + Average Monthly Wage

## county Profiles

County	Information Employment	% of State Info. Emp.	Info. % of County Total Emp.	Largest Information Employer
Salt Lake	20,757	60.1	3.8	Qwest
Utah	7,626	22.1	5.0	Novell
Weber	2,032	5.9	2.3	America Online
Davis	868	2.5	1.0	RMS Information Services
Washington	726	2.1	2.0	Gannett Utah Publishing
Cache	627	1.8	1.5	Spillman Technologies
Summit	243	0.7	1.5	All West Communications
Tooele	198	0.6	1.7	Tooele Transcript Bulletin

*Equal Opportunity Employer/Program  
Auxiliary aids and services are available upon request to individuals  
with disabilities. Call (801) 526-9240. Individuals with speech  
and/or hearing impairments may call the state relay at 1-800-346-4128.*

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